

MAIL TO:
Office of the Attorney General
Registry of Charitable Trusts
P.O. Box 903447
Sacramento, CA 94203-4470

STREET ADDRESS:
1300 I Street
Sacramento, CA 95814
Telephone: (916) 323-5079

WEB SITE ADDRESS:
<http://ag.ca.gov/charities/>

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

ANNUAL FINANCIAL REPORT FOR 20 05 (California Government Code Section 12559)

Failure to file annual financial report by January 30th annually for each calendar year of solicitation may result in late fees as defined in Government Code Section 12558.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fundraiser: #258
PUBLIC INTEREST COMMUNICATIONS, INC.
Name of commercial fundraiser
7700 LEESBURG PIKE, SUITE 301 NORTH
Address of commercial fundraiser
FALLS CHURCH, VA 22043
City, State, and ZIP Code

Name and Address of Charitable Organization:
CT No. 44799 F.E.I.N. No. 23-7245152
The Ocean Conservancy, Inc.
Name of charity
1725 De Sales St. NW, Ste 600
Address of charity
Washington, DC 20036
City, State, and ZIP code of charity

Figures from (check one): National Campaign ☒ California Campaign ☐

TELEMARKETING

(Type of activity)

held (on) (from)

February 10, 2005 to February 9, 2006
(Date or dates must be shown)

Is the contract between the commercial fundraiser and charity based upon a fee or percentage of revenue? Fee ☒ Percentage ☐ Other ☐

If other, provide brief explanation _____

1. REVENUE

A. Cash contributions

B. Entertainment sales or admission charges

C. Sales from products

D. Advertisement sales

E. Membership fees

F. Other sources: (Specify)

a. _____
b. _____
c. _____
d. _____

87,551.75 A.
____ B.
____ C.
____ D.
____ E.
____ F.
____ Fb.
____ Fc.
____ Fd.

G. TOTAL REVENUE

87,551.75 g.

2. EXPENSES

(SEE ATTACHED)

A. Fees or commissions

B. Salaries

C. Payroll taxes

D. Employee benefits

E. Cost of merchandise for resale

F. Cost of entertainment

G. Postage

H. Advertising

I. Telephone

J. Rental of equipment

K. Facilities charge

L. Permits

M. Other expenses: (Specify)

a. _____
b. _____
c. _____
d. _____

____ A.
____ B.
____ C.
____ D.
____ E.
____ F.
____ G.
____ H.
____ I.
____ J.
____ K.
____ L.
____ Ma.
____ Mb.
____ Mc.
____ Md.

N. TOTAL EXPENSES

13,549.04 N.

**COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES
ANNUAL FINANCIAL REPORT FOR 20 05**

(California Government Code Section 12598)

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3. Amount to charity (subtract line 2N from line 1G) 74,002.71 3.
4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity) 0 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) N/A 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) 74,002.71 6.

7. (a) Does any officer, director, partner or owner of the commercial fundraiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the commercial fundraiser has contracted to solicit?

☐ Yes ☒ No If "yes" complete the following:

Name of officer, director, partner or owner of commercial fundraiser	Name and address of charitable organization	Relationship of officer, etc. to charitable organization

(b) For each affiliation identified in 7(a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

**THE OCEAN CONSERVANCY
CAMPAIGN EXPENSES**

Professional Fundraiser's Fee	\$	11,056.00
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Campaign Expenses

Number Searching	\$	420.48
Postage	\$	296.37
Production	\$	1,334.55
State Registration	\$	405.00
Overnight Delivery	\$	<u>36.64</u>

Total Campaign Expenses	\$	2,493.04
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TOTAL FEES AND EXPENSES..... \$ 13,549.04